August 4, 2010

TO: Miranda Paster
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Property Owners Alliance,
Managing entity of the Sunset & Vine BID for
Central Hollywood Coalition

SUBJECT: Second Quarter Report
April 1, 2010 through June 30, 2010

As is required in our Agreement with the City of Los Angeles, I am submitting the Second Quarter Report to summarize key activities of the Sunset & Vine BID.

I. Operational Issues

- The Annual Property Owners meeting for the Sunset & Vine BID was held on April 20, 2010 at the Sunset Gower Studios. Over 55 stakeholders attended the meeting in the Stage Café and heard presentations from BID staff, along with Captain Girmala of the Hollywood Community Police Station. Afterwards, most attendees walked next door for a no-host cocktail reception at the recently opened La Vida restaurant.

- The Board approved the 2009 Financial Review, prepared by RBZ LLC, at their May 11, 2010 meeting.

- The board elected Fabio Conti, property owner and owner of Fabiolus Café, to fill the seat left vacant by Travis Serpa

- At the May meeting, the board elected to not impose a CPI increase for the 2010-2011 tax year. This will be the second year in a row that assessments have remained intact.

- Katie Zandona, the HPOA Marketing Director, stepped down from her position in early June. Devin Strecker, formerly with the Media Distrct, was hired to replace Katie and came on board as the Communications Manager.

II. Security

- Kerry Morrison reported to the board at their May meeting the results of the Hollywood Homeless Registry process, which was conducted during the last week in April. Over 83 volunteers participated and 257 surveys were collected. The purpose is to identify the most vulnerable homeless people on the streets of Hollywood and to link them with housing resources.

- During this second quarter, BID security officers made 78 arrests within the Sunset and Vine BID. In addition, there were 291 radio calls and 221 business contacts. Fifty four people were referred to social services. (This compares to YTD totals: 146 arrests; 639 radio calls; 491 business contacts and 134 social service referrals.) The most frequent arrest was for drinking in public, which amounted to 68 percent of all the arrests.

III. Streetscape Issues

- The board authorized the purchase of two wrought-iron benches for the NE corner of Sunset and Vine, along the Walk of Fame. This $3,700 purchase would come from the Beautification budget.

- HPOA staff has been participating on a special task force devoted to planning the Walk of Fame restoration. It was reported to the board at their May meeting that the first block slated for restoration will be within the SVBID; the east side of Vine, from Selma to Sunset

- In May, two black wrought iron benches were installed at the NE corner of Sunset & Vine, to replace the city's "rent-a-benches" in place at that intersection.

IV. Marketing Issues

- The new Sunset & Vine pole banners were erected within the BID during the week of May 18, 2010.

- Most of the data collection associated with the Demographic Research project was completed during this quarter. The results will be presented to the board at their July 2010 board meeting.

V. Other

- A Steering Committee working on the renewal of the SVBID began meeting this quarter. They are operating independent of the Board, but will report, for information only, their progress as an information item to the board. The Steering Committee conducted a survey of the property owners in April, and also held a meeting with a potential expansion area – the southern two blocks on Vine Street (south of La Mirada) – on June 3, at the LA Film School. Property owner sentiment toward the expansion prospect is overall quite favorable.

- At the June meeting, the board authorized an expenditure of $25,000 to Willdan over a two year period to pay for the database and formula creation services to support the BID renewal effort.